

STRUCK



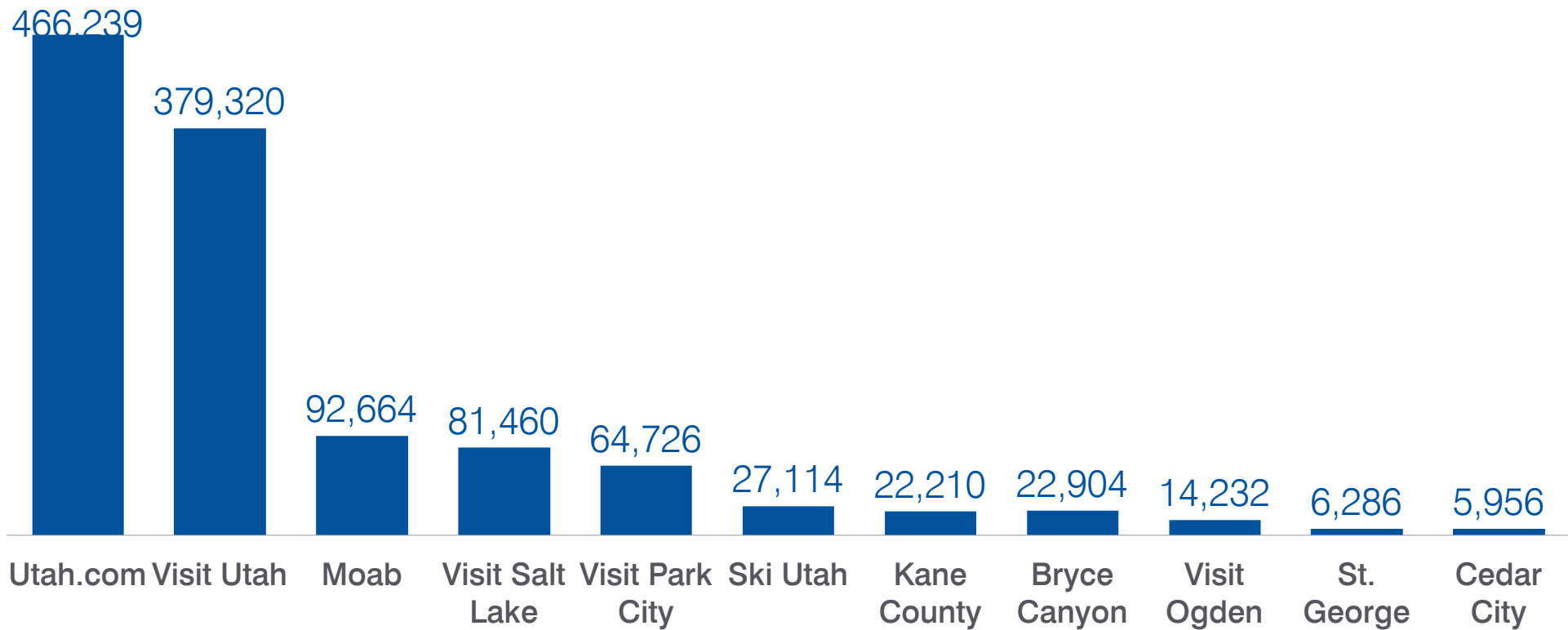
UTAH OFFICE OF TOURISM: ROAD TO MIGHTY CAMPAIGN 2018

Digital Report for 2/15/18-8/5/18

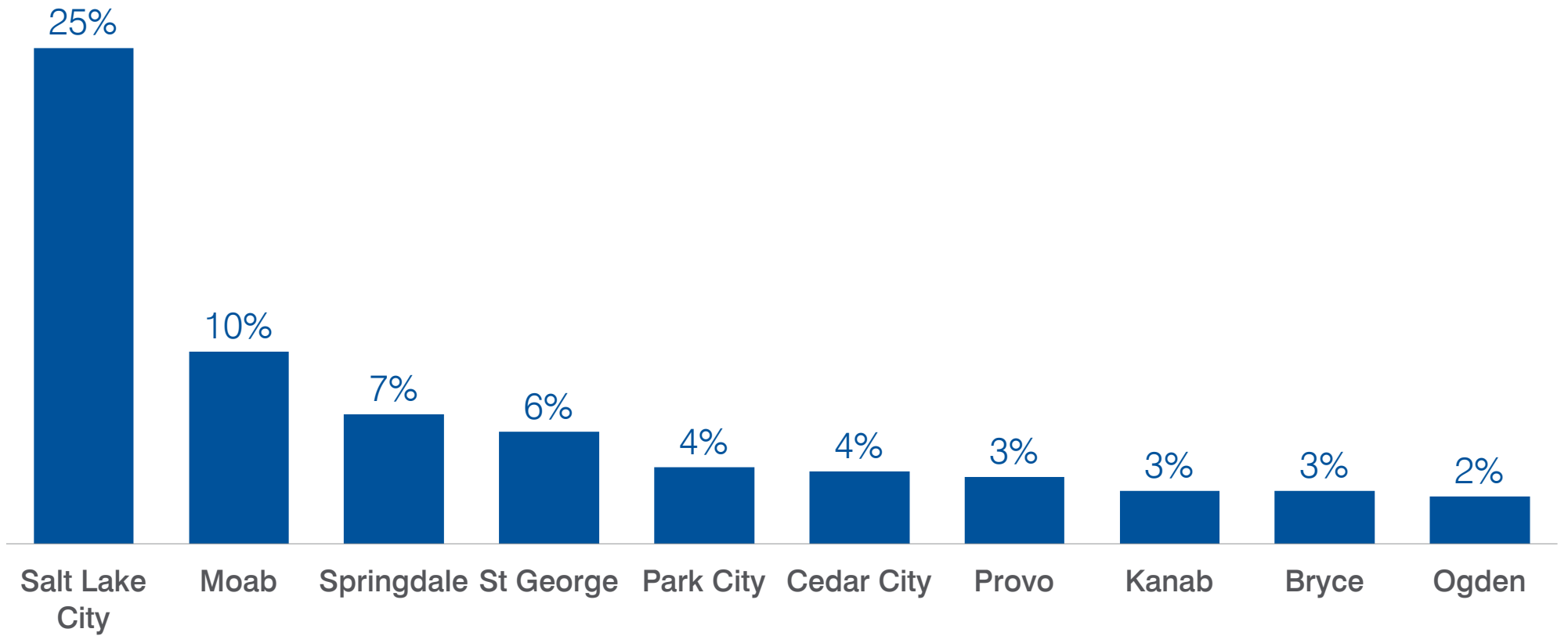
DIGITAL SUMMARY

- Dstillery lead the campaign in total post impressions with 360,089 (34.4% of the campaign total). Trip Advisor (25.2%) and Adara (22.9%) are just behind.
- Arrivalist tracked over 12k arrivals into our state with **April (3.6k)** and **May (2.9k)** driving the bulk of ad exposed visitation.
- We have tracked over **\$7.7M in hotel bookings** which equals **45k travelers** to date. ***This is up \$1.61M compared to last year.***
- 1,217,804 post-impressions have been tracked for a PIR of 1.04 %. This is an increase of **13%** compared to last year.
- There were 379,320 post-impression activities on Visit Utah, for a PIR of 0.26%. This is an **increase** of **26%** when compared to last year.

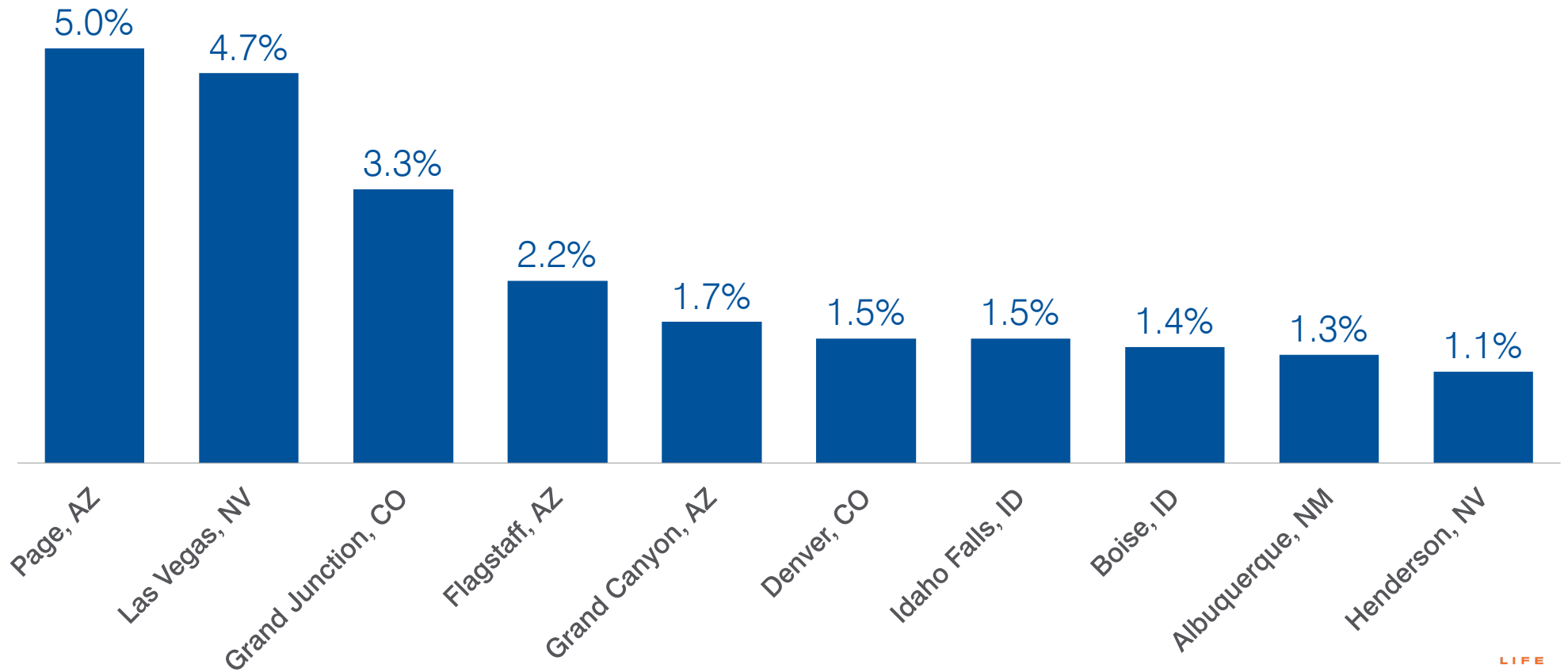
POST IMPRESSIONS BY PARTNER



TOP BOOKED HOTEL DESTINATIONS



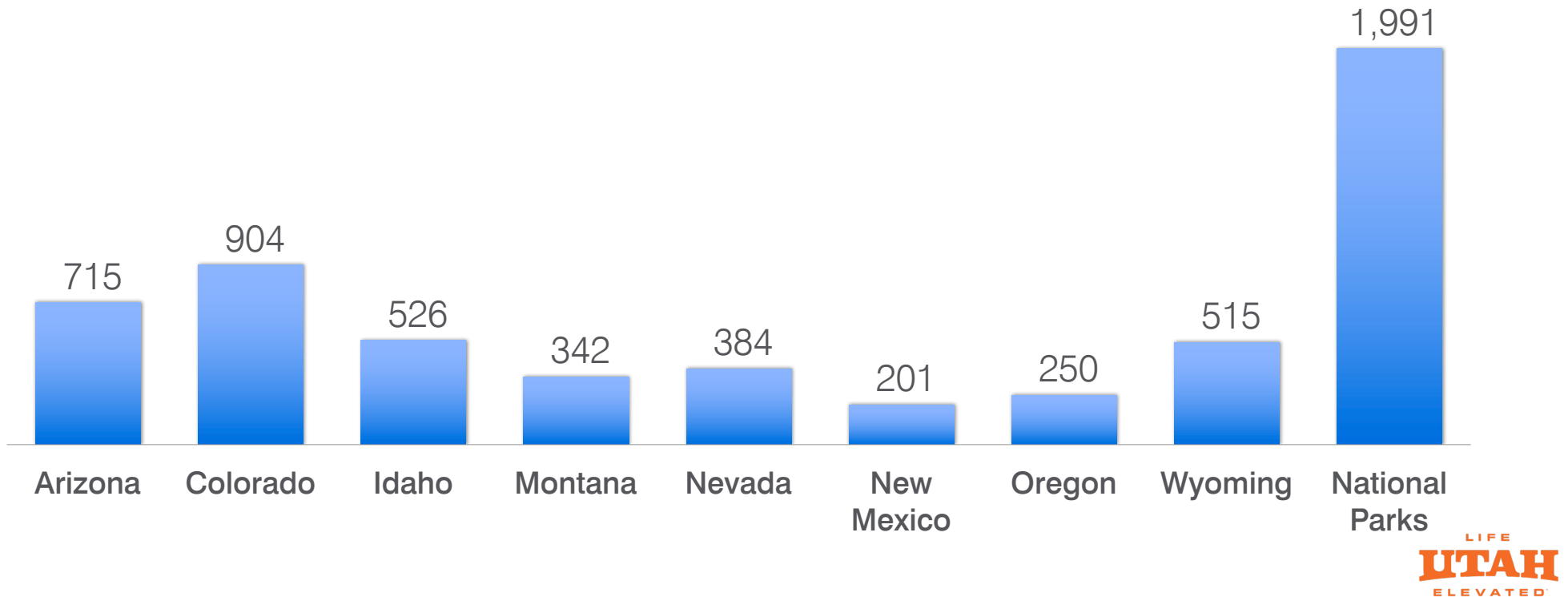
TOP ALTERNATE BOOKED HOTEL DESTINATIONS



MARKET THIEVERY

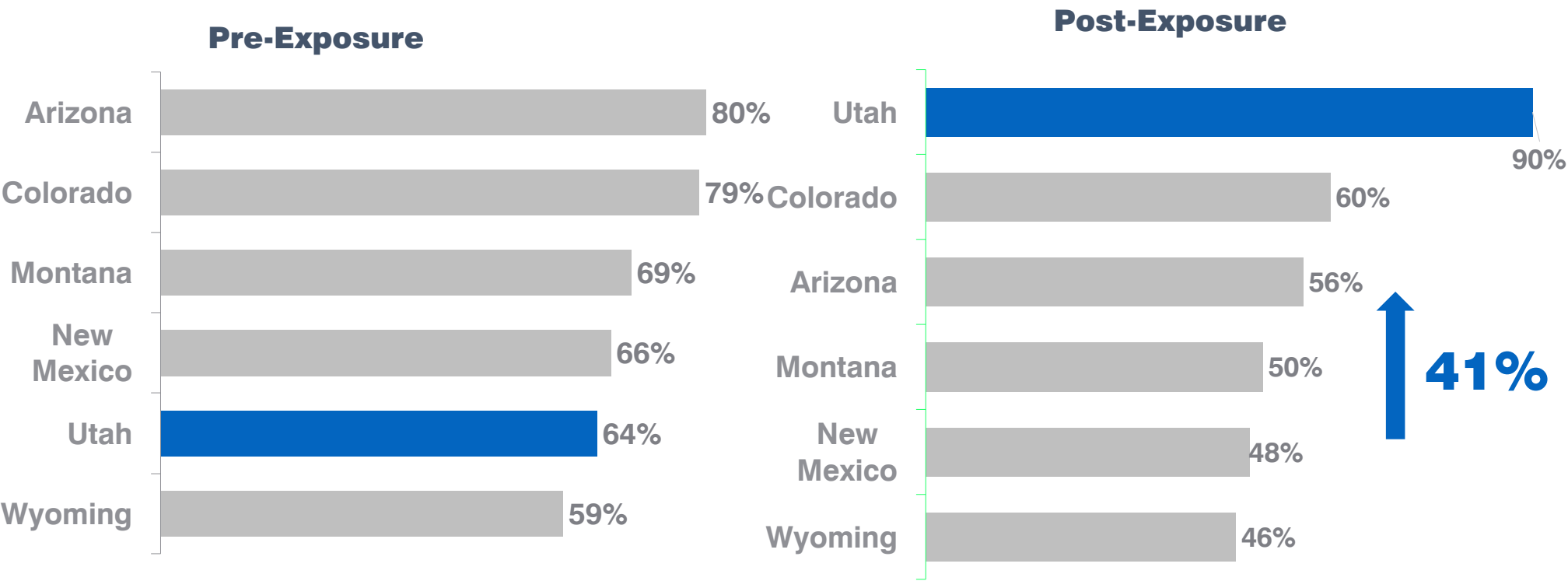
- Our competitive campaign with Kayak.com and TripAdvisor has generated just over **\$2.5M** in hotel revenue.

Hotel Room Bookings by Competitive Market



NATIVO: NATIVE ADVERTISING

- Our native campaign generated 34.5K pageviews.
- Purchase intent to travel to Utah within the next 6 months increased by 15%.





Thank You!

CREATIVE: SEE/THINK VERSIONS



Bikers V1



Grandma V1



Grandma V2



Brothers V2



Bikers V2



Brothers V1



Westworld



CREATIVE: SEE/THINK ITINERARY VERSIONS



Bikers V1



Bikers V2



Brothers V1



Grandma V2



Westworld